NEW from Lever Brothers... a miracle toilet bar

Discover the new Look of Loveliness...with Praise
It cleans, creams, protects...as no soap ever can

You have never used anything quite like Praise. Pink Praise *cleans* with milder, deeper cleansing — more thoroughly than soap. Praise *creams* with cold cream for your beauty. It makes an extravagance of rich, creamy lather, even in hardest water. Praise *protects* you personally with its exclusive deodorant, Formula 36 . . . leaves you feeling refreshed all over, all day.

New pink Praise is the miracle toilet bar that cares for your skin, to give you the new Look of Loveliness. Praise is delicately perfumed, its fragrance and freshness protected by a gleaming foil wrapper. You owe it to yourself to try Praise. Buy Lever Brothers' miracle bar, revel in its luxurious lather . . . and discover the new Look of Loveliness.

Praise

And wonderful, wonderful thing...pink Praise leaves no bathtub ring...ever